

## ORDER



WAVY

**Orders**  
**Order / Rev:** 216566  
**Alt Order #:** 06866121  
**Product Desc:** 10/24-10/29 BARACK OBAMA  
**Estimate:** 2174  
**Flight Dates:** 10/24/12 - 10/29/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$7,125.00	\$6,056.25
10/29/12	10/29/12	6	\$4,650.00	\$3,952.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$7,125.00	\$6,056.25	0.00
November 2012	6	\$4,650.00	\$3,952.50	0.00
<b>Totals</b>	<b>16</b>	<b>\$11,775.00</b>	<b>\$10,008.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	19%	\$11,775.00
Market	100%	\$61,973.68

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	14%	\$8,676.32
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$9,915.79
WTVZ	11%	\$6,817.11
WVBT	26%	\$16,113.16
WVEC	14%	\$8,676.32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/24/12	10/26/12	Today Show 2	CM	9a-10a	--WTF--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
TODAY SHW2-NBC Start Date: 10/22/12, End Date: 10/28/12, Weekdays: --WTF-- Spots/Week: 3, Rate: \$300.00, Rating: 0.00															
E 2	WAVY	10/24/12	10/26/12	Today Show 2	CM	10a-11a	--WTF--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00

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 Estimate: 2174  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHW3-NBC Today Show 3 Today Show 3 Start Date 10/22/12 End Date 10/28/12 Weekdays -- WTF-- Spots/Week 1 Rate \$250.00 Rating 0.00															
E 3	WAVY	10/24/12	10/26/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- WTF--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
ENT TONIGHT 30< Start Date 10/22/12 End Date 10/28/12 Weekdays -- WTF-- Spots/Week 1 Rate \$600.00 Rating 0.00															
E 4	WAVY	10/24/12	10/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	-- WTF--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
INSIDER< Start Date 10/22/12 End Date 10/28/12 Weekdays -- WTF-- Spots/Week 1 Rate \$600.00 Rating 0.00															
E 5	WAVY	10/27/12	10/27/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
ENT TONITE60 W Start Date 10/22/12 End Date 10/28/12 Weekdays -----S- Spots/Week 1 Rate \$175.00 Rating 0.00															
E 6	WAVY	10/29/12	10/29/12	Mon Prime Other 2 Monday 8-10op	CM	8-10p	M-----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
VOICE Start Date 10/29/12 End Date 11/04/12 Weekdays M----- Spots/Week 1 Rate \$2,200.00 Rating 0.00															
E 7	WAVY	10/29/12	10/29/12	Mon Hour 3 Monday 10-11p	CM	10p-11p	M-----	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
REVOLUTION Start Date 10/29/12 End Date 11/04/12 Weekdays M----- Spots/Week 1 Rate \$700.00 Rating 0.00															
E 8	WAVY	10/26/12	10/26/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
DATELINE Start Date 10/22/12 End Date 10/28/12 Weekdays ----F-- Spots/Week 1 Rate \$900.00 Rating 0.00															
E 9	WAVY	10/28/12	10/28/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
FOOTBALL NIGHT IN AMERICA Start Date 10/22/12 End Date 10/28/12 Weekdays -----S Spots/Week 1 Rate \$1,200.00 Rating 0.00															
E 10	WAVY	10/28/12	10/28/12	NFL Football NFL Football	CM	NFL Football	-----S	:30	1	\$2,500.00	P3	0.00	NM	1	\$2,500.00
SUNDAY NIGHT FOOTBALL Start Date 10/22/12 End Date 10/28/12 Weekdays -----S Spots/Week 1 Rate \$2,500.00 Rating 0.00															
E 11	WAVY	10/29/12	10/29/12	Today Show 2 Today Show 2	CM	9a-10a	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
TODAY SHW2-NBC Start Date 10/29/12 End Date 11/04/12 Weekdays M----- Spots/Week 1 Rate \$300.00 Rating 0.00															
E 12	WAVY	10/29/12	10/29/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
TODAY SHW3-NBC Start Date 10/29/12 End Date 11/04/12 Weekdays M----- Spots/Week 1 Rate \$250.00 Rating 0.00															
E 13	WAVY	10/29/12	10/29/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
ENT TONIGHT 30< Start Date 10/29/12 End Date 11/04/12 Weekdays M----- Spots/Week 1 Rate \$600.00 Rating 0.00															
E 14	WAVY	10/29/12	10/29/12		CM	730-8p	M-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730-8p											
				M-F 730-8p											
INSIDER<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M- - - - -	1		\$600.00		0.00						
													Totals	16	\$11,775.00